

## **Historic, Archive Document**

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Pagoda

# Lilies you'll want . . .

JAN DE GRAAFF'S SPECTACULAR NEW VARIETIES

## PLANTING INSTRUCTIONS

Plant these new lilies in slightly acid, well-drained garden soils, the type that produces good Azaleas and Rhododendrons. Plant them in filtered sunlight in the warmer sections of our country and in full sunlight where cool summers prevail. Put not more than an inch of soil over the Cascade Madonna lilies. All others need from four to six inches. Provide perfect drainage and a good supply of moisture; mulch with good garden compost, leafmold and, if available, old, well-rotted manure.

### PAGODA Mid-Century Hybrid

Upright-flowering with large heads of richest apricot blooms on four foot stems. Dark maroon stems, glossy, deep-green foliage. Vigorous, robust, yet immensely graceful, flowers late in June, early July.  
each, \$1.00; three for \$2.75

Order early . . .  
Candidum lilies are shipped in August. All other lilies are shipped in October.



Fiesta Hybrids

### FIESTA HYBRIDS

Gay, sparkling, recurved Turk's-cap bells of richest red, maroon, golden yellow and orange, borne on thin, wiry stems from four to five feet tall. Sun-loving, plant five inches deep. They increase rapidly from underground bulbets. Award of Merit, Boston.  
each, \$0.95; three for \$2.75; per dozen, \$9.50



L. centifolium "Olympic Hybrids"

### OLYMPIC HYBRIDS L. centifolium

The finest, tallest, largest and best proportioned trumpet lilies yet raised, the result of ten years of intensive hybridizing effort—a seedling strain that shows pleasing variations in form and color, from pure white to deep ivory, with soft green, greenish-brown or wine tints on exterior of blooms. Flower in July on five to seven foot stems, do equally well in full sun or light shade. Plant five to seven inches deep, leave undisturbed for years.  
Exhibition size:  
each, \$0.60; three for \$1.60; per dozen, \$6.00  
Flowering size:  
each, \$0.45; three for \$1.25; per dozen, \$4.50

### SUNSET LILY L. pardalinum giganteum (not illustrated)

From our immense stocks of this grand lily we offer selected large bulbs at 60 cents each; three for \$1.60 and \$6.00 per dozen. They stand five to seven feet tall, strong stems, will bear as many as twenty flowers. They increase rapidly, very hardy and vigorous, easily grown, plant five inches deep.



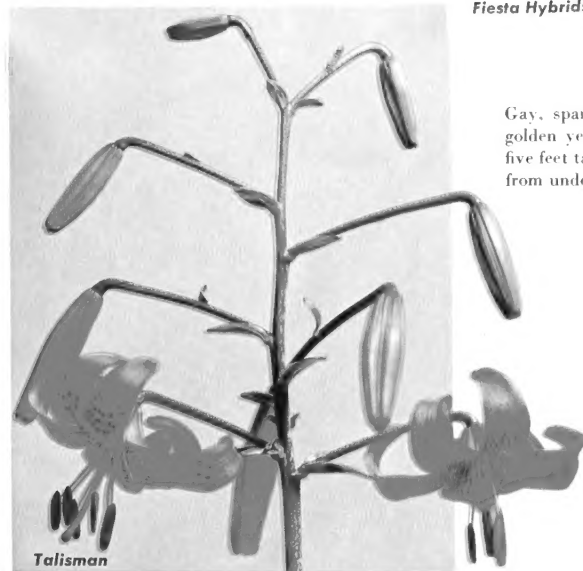
### ENCHANTMENT Mid-Century Hybrid

U.S. PLANT PATENT NO. 862

Upright-flowering with large blooms of vibrant, intense nasturtium-red, flowers last for weeks. A blaze of color on four foot stems, most prolific and vigorous of all our introductions and without doubt the best new hardy garden lily to date, late June, early July.  
each, \$1.00; three for \$2.75

### OLYMPIC HYBRIDS Individually selected by Jan De Graaff

Out of our twenty acres of trumpet lilies we select a few hundred of the finest examples, outstanding for color, fine proportion and refinement. For the connoisseur and the advanced gardener we offer them at the special price of:  
each, \$1.00; per dozen, \$10.00  
Supply limited, order early.



Talisman

### TALISMAN

A completely new and different Tiger Lily, vigorous, prolific with innumerable bulbils growing along the stem; flowers in early July, a month before the Tiger lily. Perfect for the border, for the open woodland, for cutting; stands from five to six feet tall with many large, nodding flowers, a "must" for every lily garden.  
each, \$0.75; three for \$2.00; per dozen, \$7.50



Madonna Lily  
"Cascade Strain"

### WHITE ELF

L. candidum (not illustrated)

A perfect miniature, but a robust and vigorous grower, it is a novelty of startling beauty and purity, a grand subject for flower arrangements, for a special nook in the border or sunny rock-garden, a real gem—supply very limited.  
each, \$2.00; three for \$5.00; per dozen, \$20.00  
August delivery—order early.

### CASCADE STRAIN L. candidum

This new, pure white, vigorous, disease-resistant Madonna lily, re-invigorated and hardier, has larger, more substantial, better placed flowers than any of the older strains you have known. We recommend this lily without any hesitation as the major triumph of our years of effort. June-flowering, must be planted early, August-September preferred. Plant very shallow with not more than an inch of soil over the top of the bulb.  
Large bulbs: each, \$0.80; three for \$2.00; per dozen, \$8.00  
August delivery—order early.

### L. AURATUM PLATYPHYLLUM Gold Band Lily (Illustrated on address panel)

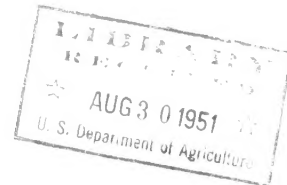
Oregon-grown, healthy bulbs with the immense root-system left on, fall-delivered, ready to grow. August-flowering, immense blooms, stems up to six feet tall, glossy, wide, deep-green foliage—unusually exotic, richly scented. These grandest, most beautiful of all lilies, are seen at their best when grown from our disease-free, robust, vigorous stock. Bulbs raised in isolation and specially selected.  
each, \$1.00; three for \$2.75; per dozen, \$10.00

## PRIDE'S BULB COMPANY

Box 431

WORCESTER, MASSACHUSETTS

Return Postage Guaranteed



### L. auratum platyphyllum The Gold Band Lily

"unusually exotic  
richly scented!"



Fireflame

**FIREFLAME**  
*Mid-Century Hybrid*

Large rich Indian-red, outward facing flowers with broad, recurved petals on two foot stem, sturdy but elegant border plant with long-lasting qualities.  
*each, \$1.30; three for \$3.50*

**PARADE**  
*Mid-Century Hybrid*

Rich golden-yellow outward-facing flowers with burnished gold midrib in each petal, blooms well-spaced on two foot stems, a grand border plant.  
*each, \$2.00; three for \$5.50*

**VAGABOND**  
*Mid-Century Hybrid*

Soft apricot with pink sheen, large outward-facing flowers, slightly spotted with soft brown, stands three feet tall with as many as twelve to fifteen blooms opening over a period of several weeks.  
*each, \$1.60; three for \$4.50*

**MID-CENTURY HYBRIDS**  
*Mixed (not illustrated)*

A superb blend of hundreds of types and varieties all in vibrant, glowing shades and in an infinite variety of color and form, they represent the very best in hardy garden lilies. Treat like the named varieties but order plenty, both for your borders and for cutting. Supply limited.  
*each, \$0.90; three for \$2.50; per dozen, \$9.00*

**GOLDEN CHALICE HYBRIDS**  
*(not illustrated)*

Selected golden-yellow forms of the Rainbow Hybrids, these superb sturdy, vigorous garden lilies are ideal for the perennial border. June-flowering, enormous substance and glowing with health, rich green foliage, grand garden plants, plant five or six inches deep, they increase rapidly.  
*each, \$0.90; three for \$2.50; per dozen, \$9.00*

**MAXWILL**  
*(not illustrated)*

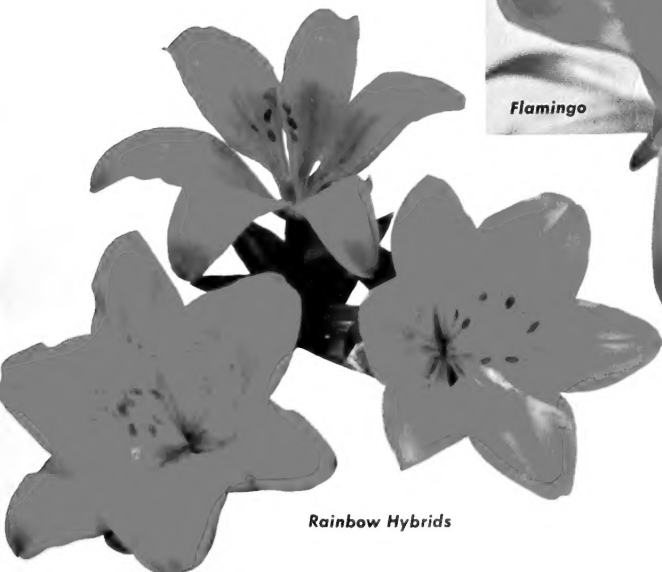
Bright orange, recurved flowers on tall, straight, four to seven foot stems. As many as thirty flowers, gracefully spaced on long and slender pedicels; disease-free, plant six inches deep in full sun.  
*each, \$0.60; three for \$1.65; per dozen, \$6.00*

**RADIANCE**

Vigorous, upright-flowering lily, stands two to three feet tall, a rich Chinese lacquer or Mandarin-red, treat like Rainbow Hybrids.  
*each, \$3.00; three for \$8.00; per dozen, \$30.00*

**FLAMINGO**

Vigorous, upright-flowering lily with dark green, glossy foliage; enormous, wide-petalled flowers of great substance, treat like Rainbow Hybrids.  
*each, \$0.90; three for \$2.50; per dozen, \$9.00*



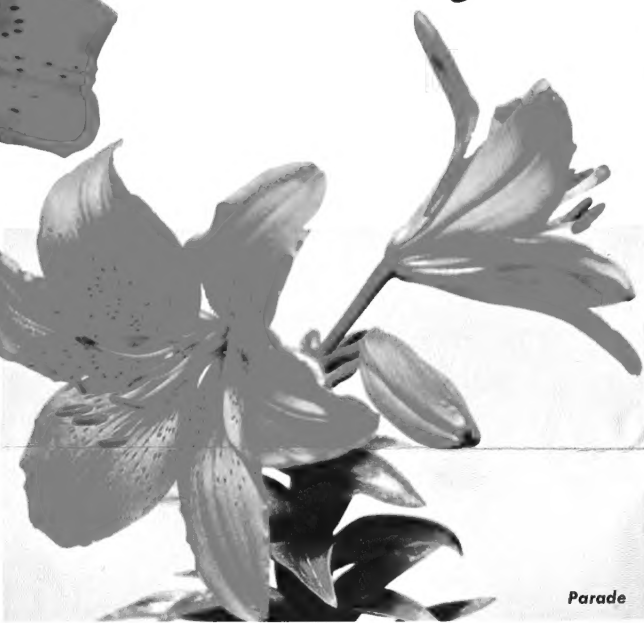
Rainbow Hybrids

# Pride's

Premiere offering of

JAN DE GRAAFF'S

## Lilies



Parade



Vagabond



Radiance



Flamingo

**RAINBOW HYBRIDS**

A new race of upright-flowering lilies in shades of yellow, orange and red; gay as a field of tulips, they flower profusely during early June, stems eighteen inches or more; very hardy and easy to grow, plant five to six inches deep in well-drained soil, full sun or part shade.  
*each, \$0.80; three for \$2.00; per dozen, \$8.00*



Bellingham Hybrids



Valencia



Bonanza



Lillian Cummings

**L. CENTIFOLIUM—PINK SELECTIONS**

Once in a while a pink "sport" or mutation shows up in our trumpet lily fields. Through intensive hybridizing we were able to accentuate this unique color and offer a limited number of these lilies, all of them magnificent, robust giant trumpet types in shades of fuchsia and rose-pink. These lilies need filtered sunlight or light shade to bring out the finest color, as they are apt to bleach somewhat in the sun.  
*each, \$3.00; three for \$8.00; per dozen, \$30.00*



L. centifolium Pink Selections



Red Champion

**RED CHAMPION**

The best variety of all the *L. speciosum rubrum* we have seen—a richly carmine-spotted lily of immense vigor. Disease-free and resistant, flowers August-September, plant in well-drained soil. We recommend light shade during hottest part of day. Leave undisturbed for years, as they grow best from old established clumps.  
*each, \$1.00; three for \$2.50; per dozen, \$10.00*

**BELLINGHAM HYBRIDS**

Once a major breeding project of Luther Burbank, then the pride of Dr. David Griffith of our U.S.D.A., we offer our new, improved strain of these magnificent American lily hybrids. They like filtered sunlight, stand six feet tall and bear dozens of recurved, gaily-colored flowers—long-lasting, like light, cool soil, winter-mulch in cold sections.  
*each, \$0.60; three for \$1.60; per dozen, \$6.00*

**VALENCIA**  
*Mid-Century Hybrid*

Outward-facing flowers of rich golden hues on three foot stems, strongly textured petals with midrib of bronze and many minute maroon dots, late June-flowering. One of our best.  
*each, \$1.00; three for \$2.75*

**CAMPFIRE**

*Mid-Century Hybrid (not illustrated)*

A real vibrant Turkey-red, upright-flowering on three foot stems, petals pointed and many flowers of smooth texture, yet substantial and full of fire and gloss, a rich, free-flowering plant which we rate as the best red to date.  
*each, \$1.20; three for \$3.25*

**HARMONY**

*Mid-Century Hybrid (not illustrated)*

Wide-petalled, upright flowering lily in shades of richest, sparkling orange. Early flowering, fine for borders and cutting. Stands three feet tall and is a vigorous, robust grower.  
*each, \$1.00; three for \$2.75*

**SERENADE**

*Mid-Century Hybrid (not illustrated)*

A late flowering, clean, brilliant, sparkling orange with outward-facing flowers, sturdy, two-foot stems, ideal for border planting and for pots, deep green flossy foliage.  
*each, \$1.00; three for \$2.75*

**BONANZA**  
*Mid-Century Hybrid*

Gay, clear, sparkling orange-yellow color, upright flowering on three to four foot stems, early July and later than other Mid-Centuries. Extremely sturdy, tall, handsome and most prolific grower.  
*each, \$1.00; three for \$2.75*

**LILLIAN CUMMINGS**

A grand lily from Canada with grenadine-red flowers on three to five foot stems. Vigorous, disease-free garden plant. Full sun or partial shade, plant four to five inches deep; lift and separate when clumps become too crowded, July flowering.  
*each, \$0.80; three for \$2.00; per dozen, \$8.00*